

6119099

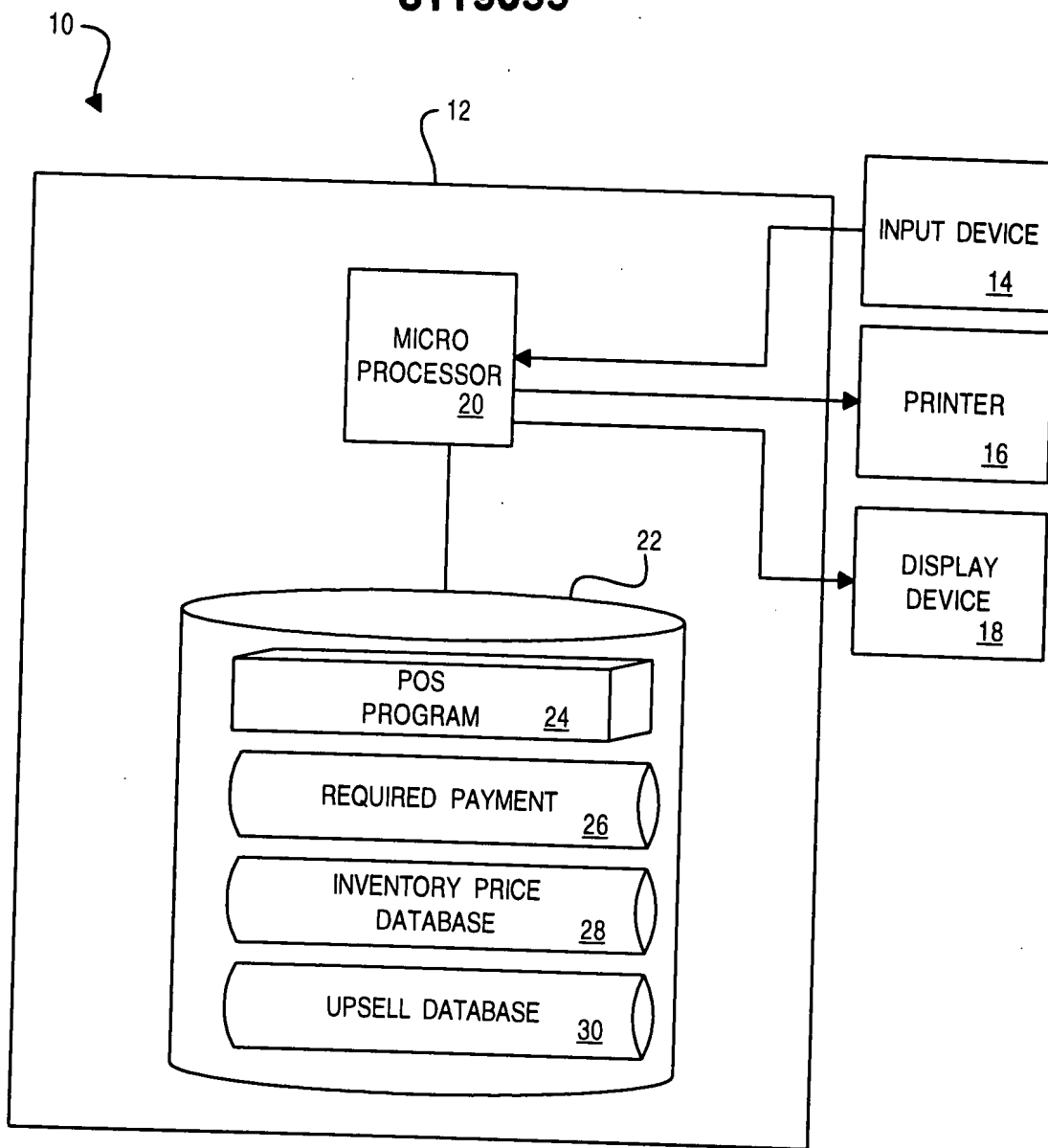


FIG. 1a

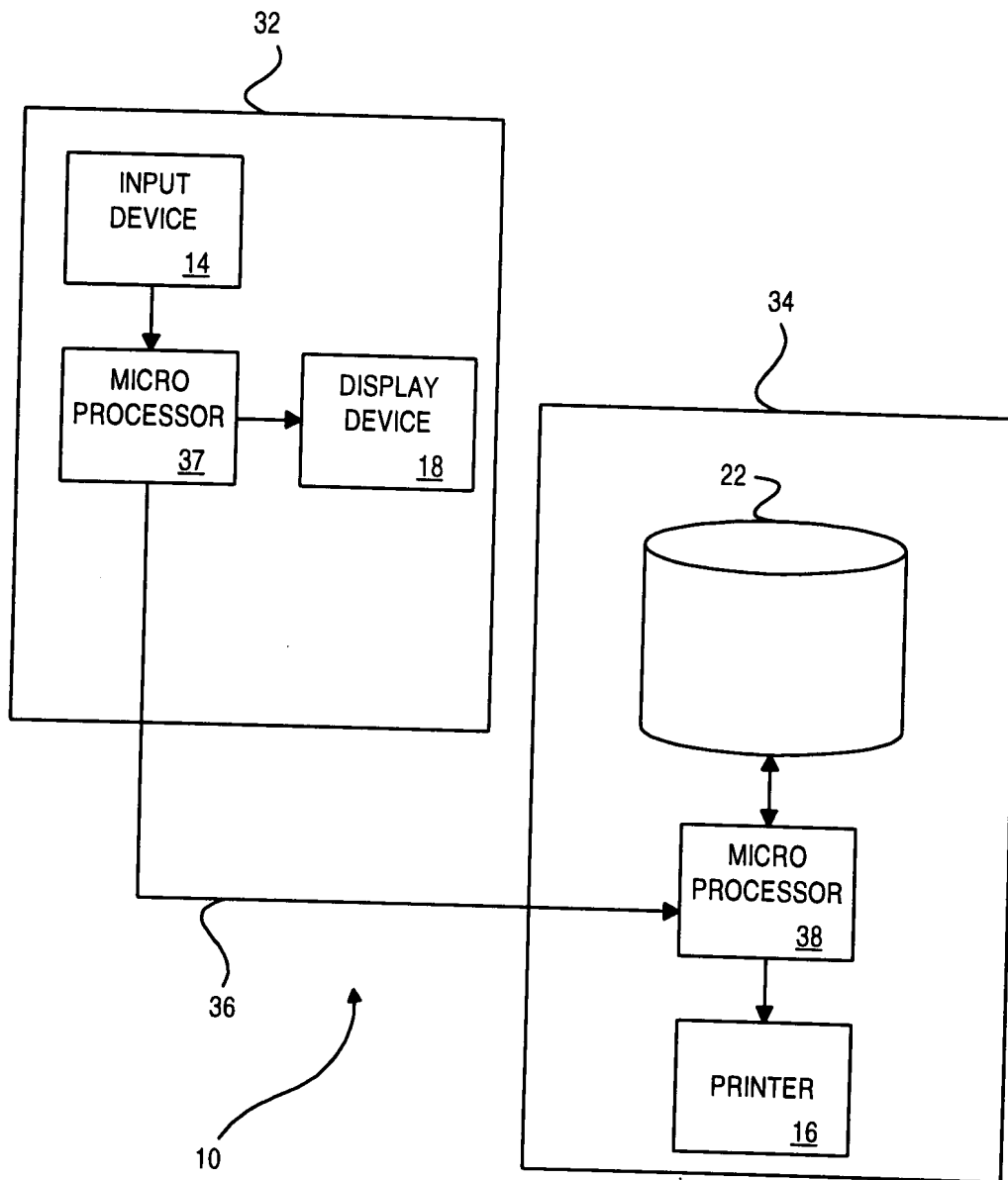


FIG. 1b

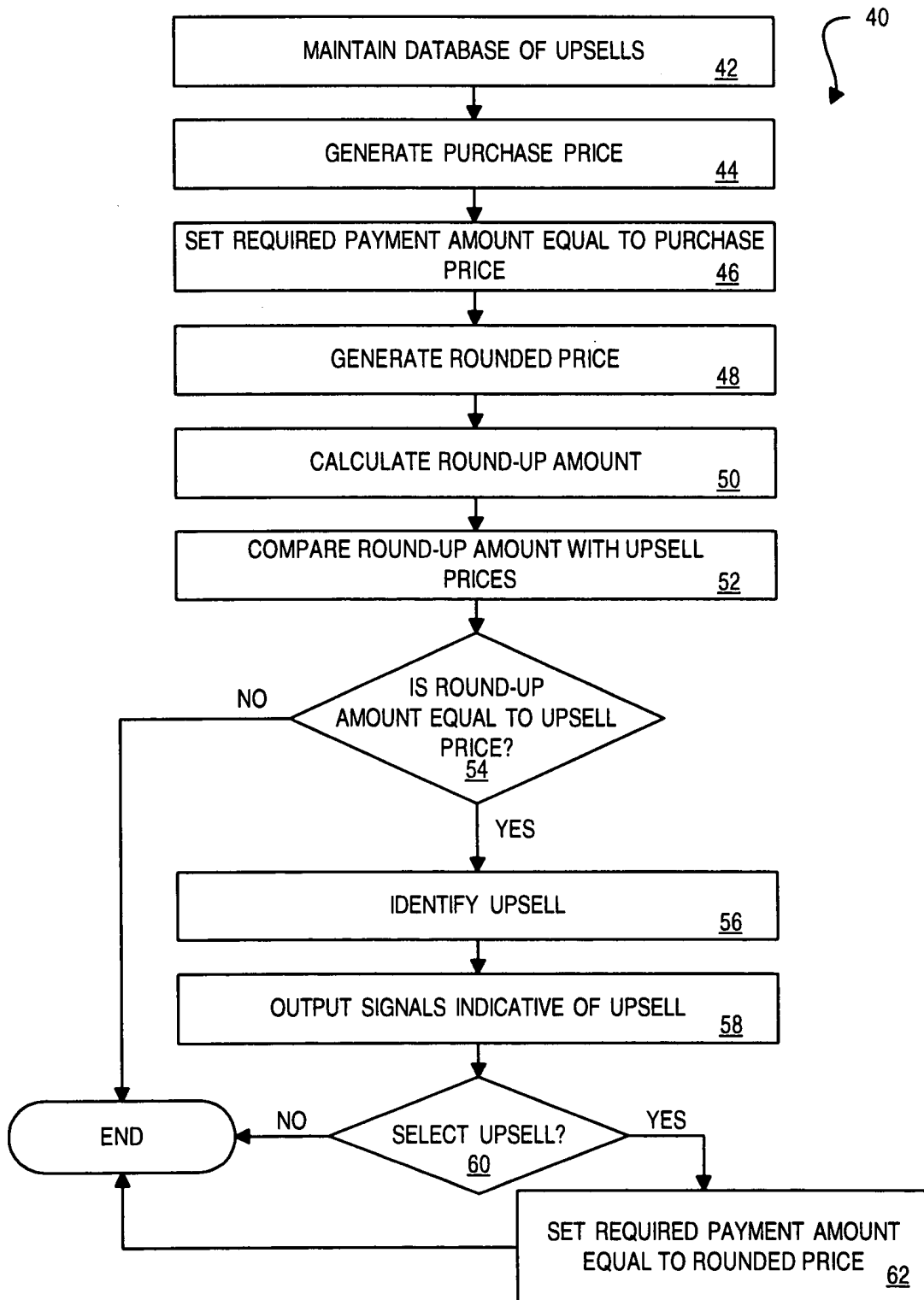


FIG. 2

705/14

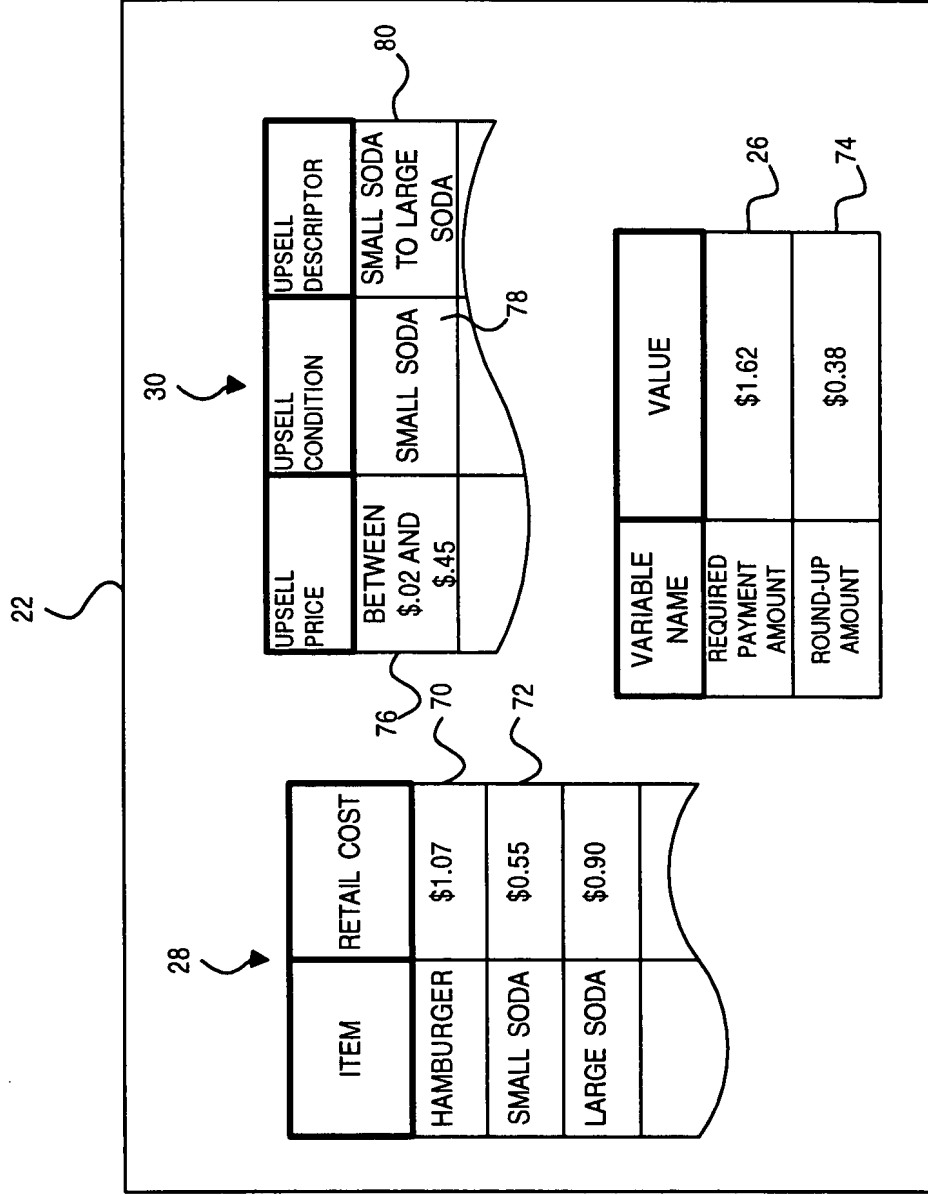


FIG. 3



UPSELL CODE(S) <u>104</u>	UPSELL PRICE <u>92</u>	ITEMS PURCHASED <u>96</u>	CUSTOMER ID REQUIRED? <u>98</u>	CUSTOMER PREFERENCES <u>100</u>	TIME PURCHASED <u>102</u>	COST <u>103</u>	UPSELL DESCRIPTOR <u>94</u>
A	BETWEEN \$.02 AND \$.45	SMALL SODA	NO	NA	NA	\$0.02	SMALL SODA TO LARGE SODA
B	BETWEEN \$.50 AND \$.80	8	YES	NA	NA	\$0.50	X LARGE COLA UPGRADE, DELUXE TACO UPGRADE, FREE TACO COUPON
C	MORE THAN \$.70	NA	NO	NA	NA	\$0.70	FREE TACO COUPON
D	BETWEEN \$.30 AND \$.70	HAMBURGER	NO	NA	NA	\$0.25	PROMOTIONAL CUP
E	BETWEEN \$1.50 AND \$3.50	NA	YES	NA	> 5:00PM	\$1.00	MOVIE TICKET
F	BETWEEN \$.20 AND \$.60	1,5	NO	NA	NA	\$0.20	X LARGE COLA UPGRADE, DELUXE TACO UPGRADE
G	LESS THAN \$.20	2	NO	NA	NA	\$0.00	LARGE COLA UPGRADE
H	BETWEEN \$.05 AND \$.20	5	NO	NA	NA	\$0.05	DELUXE TACO UPGRADE
I	LESS THAN \$.50	3	YES	5, 7, 3	NA	\$0.01	X LARGE COLA UPGRADE, FREE TACO COUPON

FIG. 4

110

CUSTOMER ID 112	CUSTOMER NAME 114	ADDRESS 116	PHONE 118	HISTORICAL PREFERENCES 110
123456	BILL SMITH	1425 HARD RD. NORWALK, CT 06850	(111)111-1111	BB
123457	JACK GREEN	213 PINK ST. NORWALK, CT 06850	(111)222-2222	NA
123458	ELIOT BROWN	21 CIRCLE DR. NORWALK, CT 06850	(111)333-3333	5,7,3,I

FIG. 5

130

IDENTIFIER 136	PRODUCT 132	PRICE 134	NUMBER IN STOCK 138	EXPIRATION 140
1	HAMBURGER	\$1.07	17	4:00 PM
2	SMALL SODA	\$0.55	NA	NA
3	LARGE SODA	\$0.90	NA	NA
4	X LARGE SODA	\$1.39	NA	NA
5	HARD TACO	\$ .69	20	2:00 PM
7	SOFT TACO	\$ .69	50	2:00 PM
8	#8 COMBO: HARD TACO, CHICKEN FAJITA, MEDIUM COLA	\$3.49	14	14
9	CINNAMON TREAT	\$0.59	3	2:00 PM
10	DELUXE TACO	\$0.89	0	3:00 PM

FIG. 6

150



DATE OFFERED <u>158</u>	UPSELL(S) OFFERED <u>152</u>	ROUND-UP AMOUNT <u>154</u>	UPSELL ACCEPTED <u>156</u>	EXPIRATION <u>162</u>	DATE REDEEMED <u>164</u>	CUSTOMER ID <u>160</u>
8/12/97	G,H	\$.18	G	NA	NA	NA
8/12/97	B	\$.72	NONE	NA	NA	NA
8/12/97	C,D	\$.62	C	14 DAYS	8/22/97	123456
8/12/97	E	\$2.72	E	NA	NA	123560
8/12/97	I	\$.43	I	14 DAYS	EXPIRED	123458

FIG. 7



180

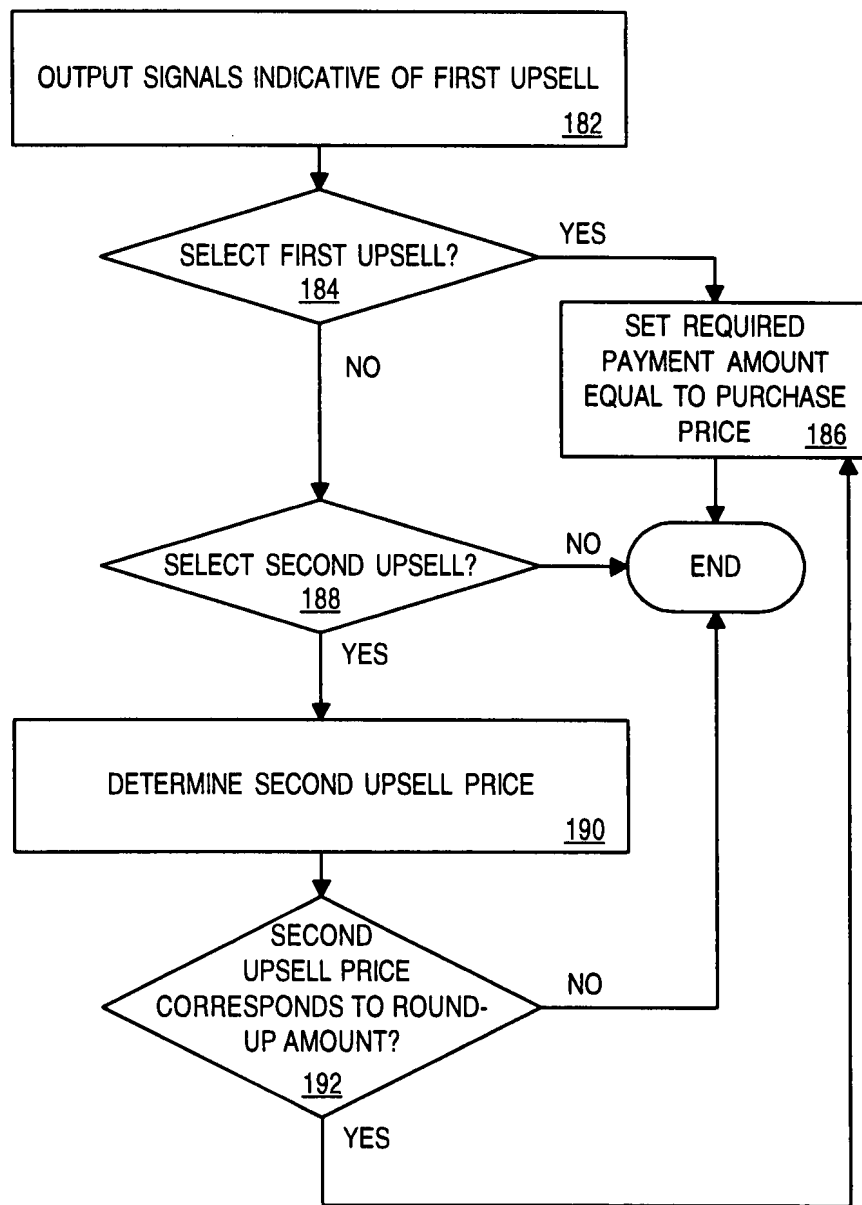


FIG. 8

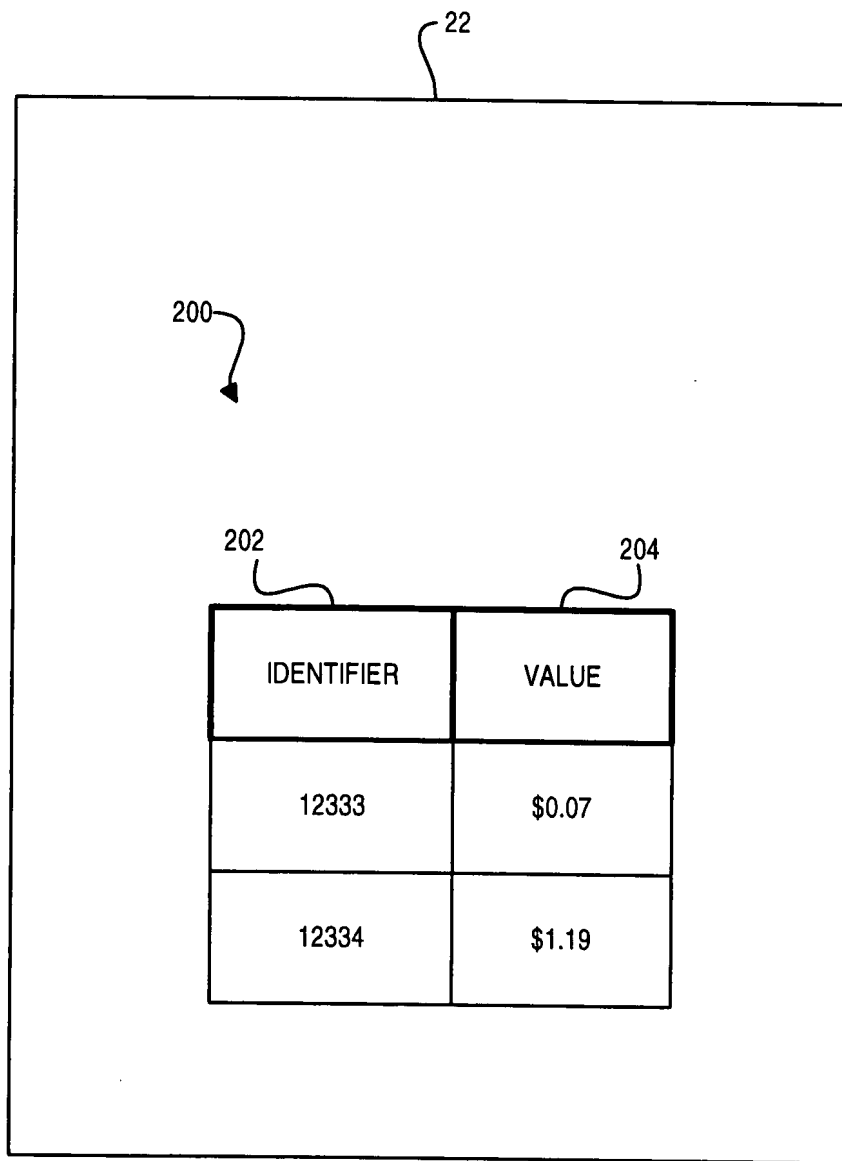


FIG. 9

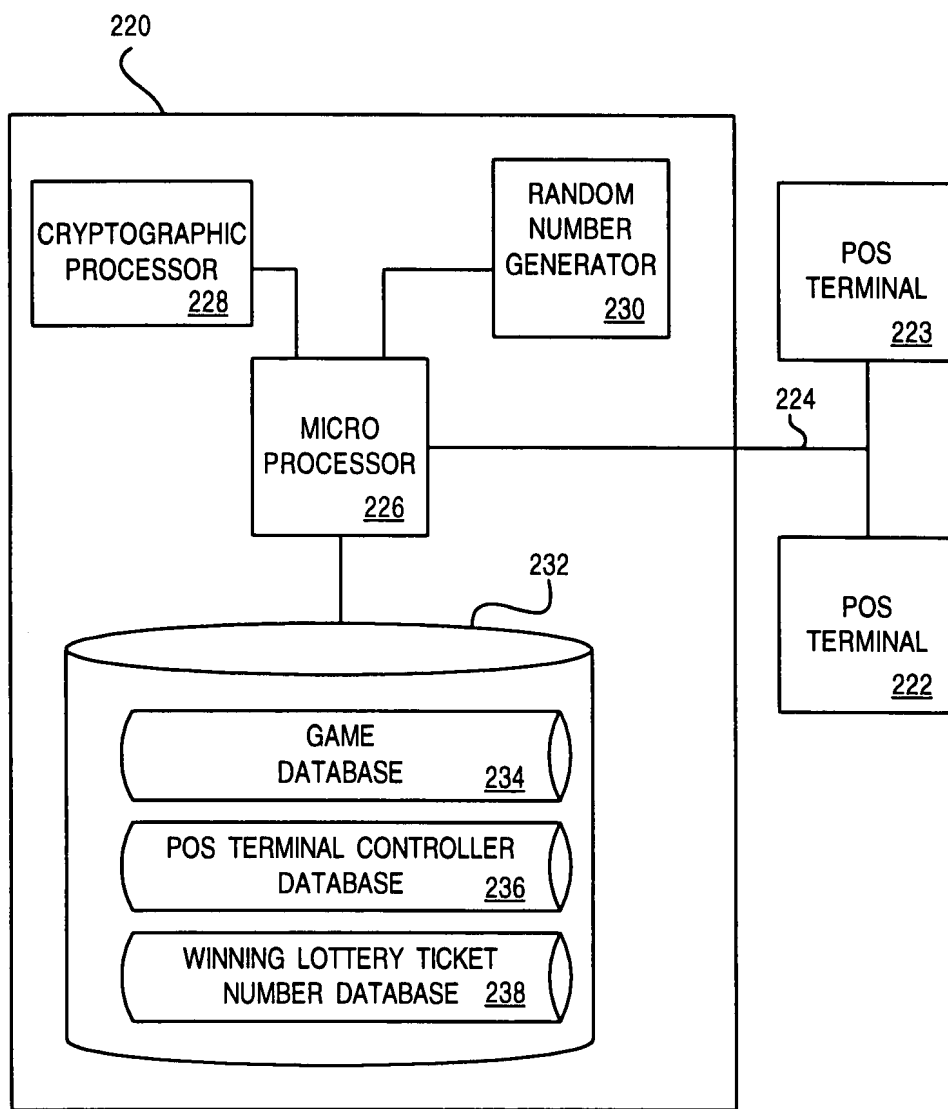


FIG. 10

260

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282

CUSTOMER ID 262	CUSTOMER NAME 264	ADDRESS 266	PHONE 268	HISTORICAL PREFERENCES 270	LINKED CUSTOMERS 272	UPSELL DUE 274	UPSELL EXPIRATION 275
123456	BILL SMITH	1425 HARD RD. NORWALK, CT 06850	(111)111-1111	BB	123459	-	-
123457	JACK GREEN	213 PINK ST. NORWALK, CT 06850	(111)222-2222	NA	-	CC	1/1/97
123458	ELIOT BROWN	21 CIRCLE DR. NORWALK, CT 06850	(111)333-3333	5,7,3,I	199998,199999	-	-
123459	JILL SMITH	4210 BIG LOOP NORWALK, CT 06850	(111)444-4444	-	-	A	8/3/97

FIG. 11

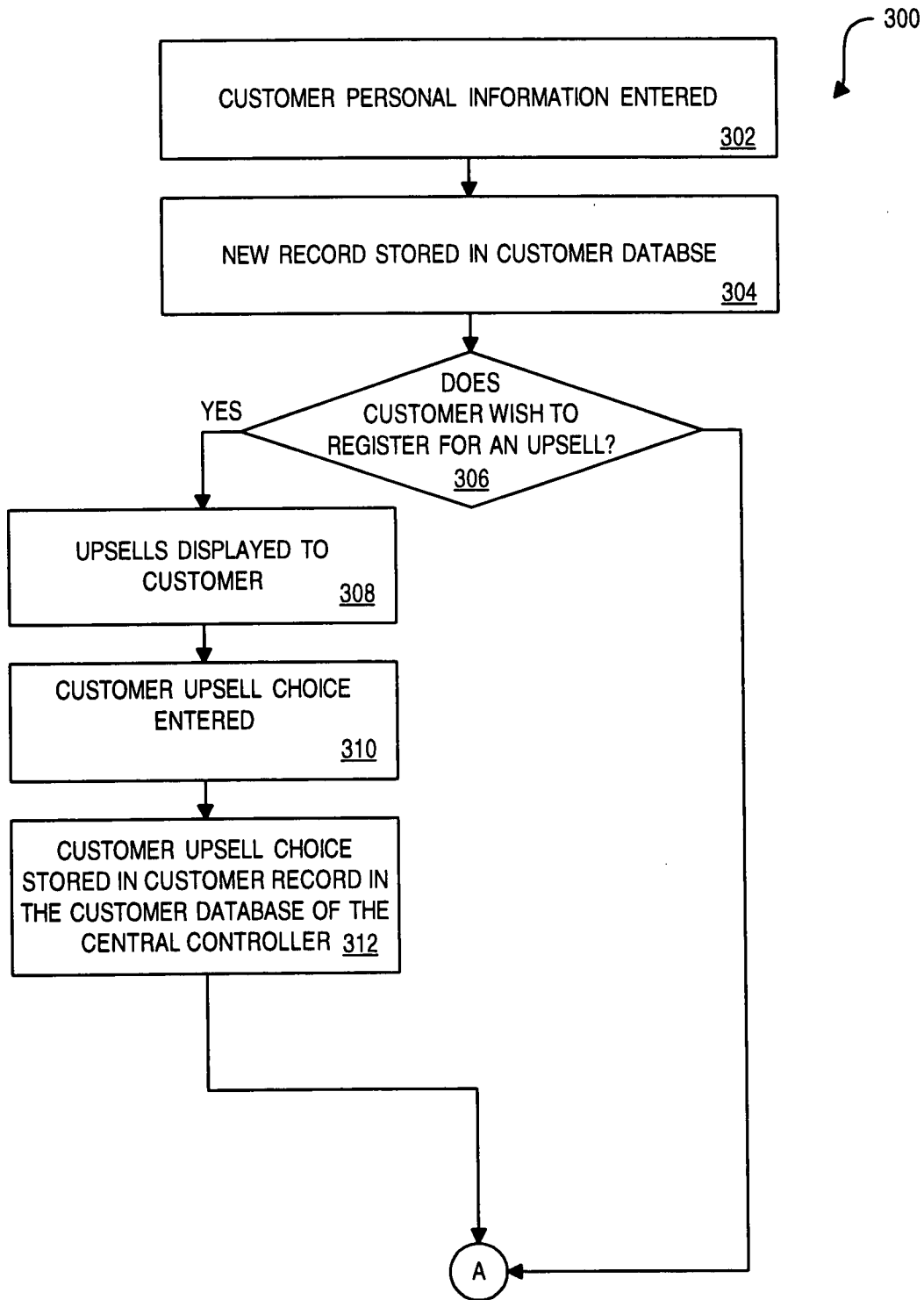


FIG. 12a

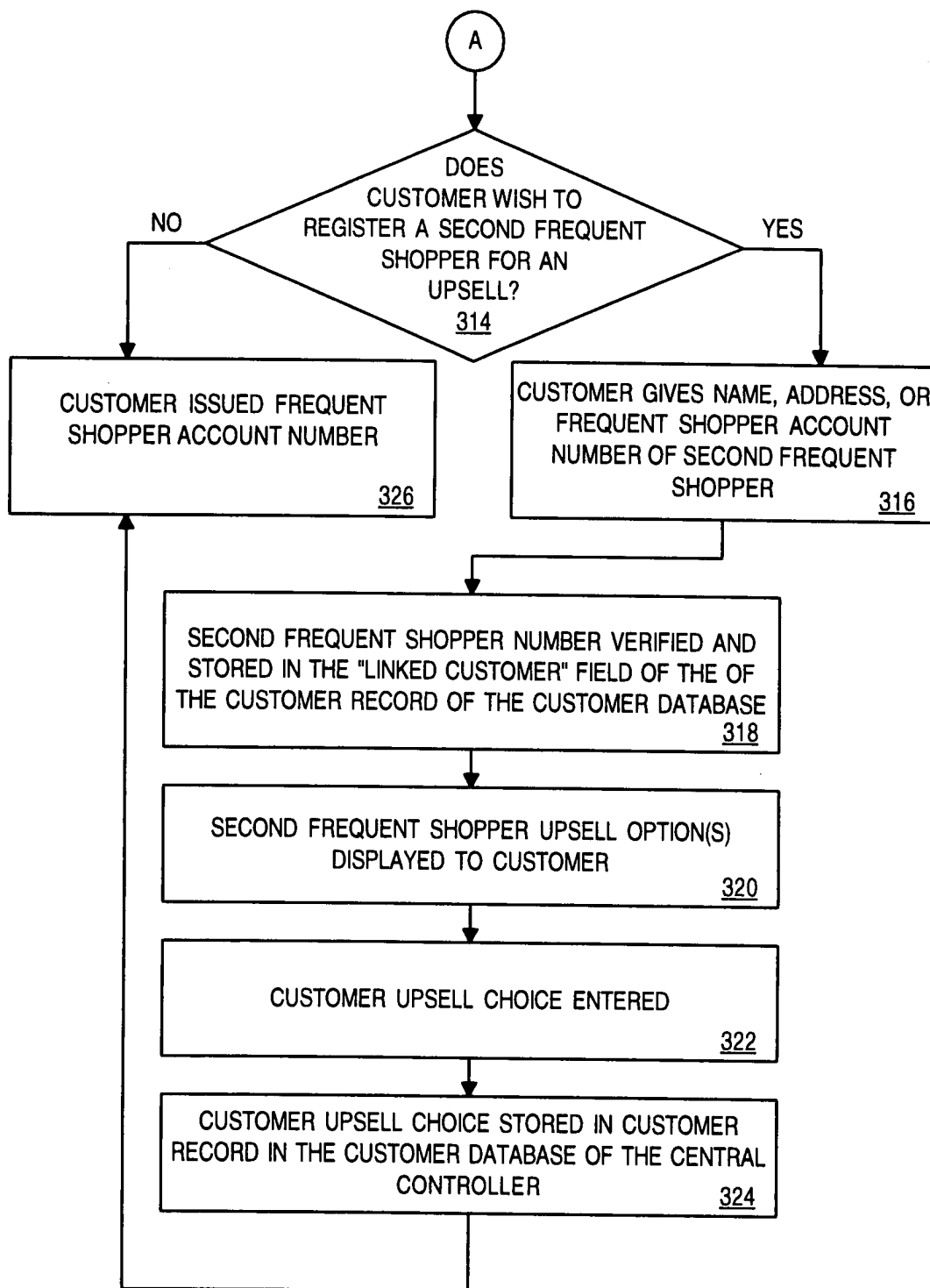


FIG. 12b

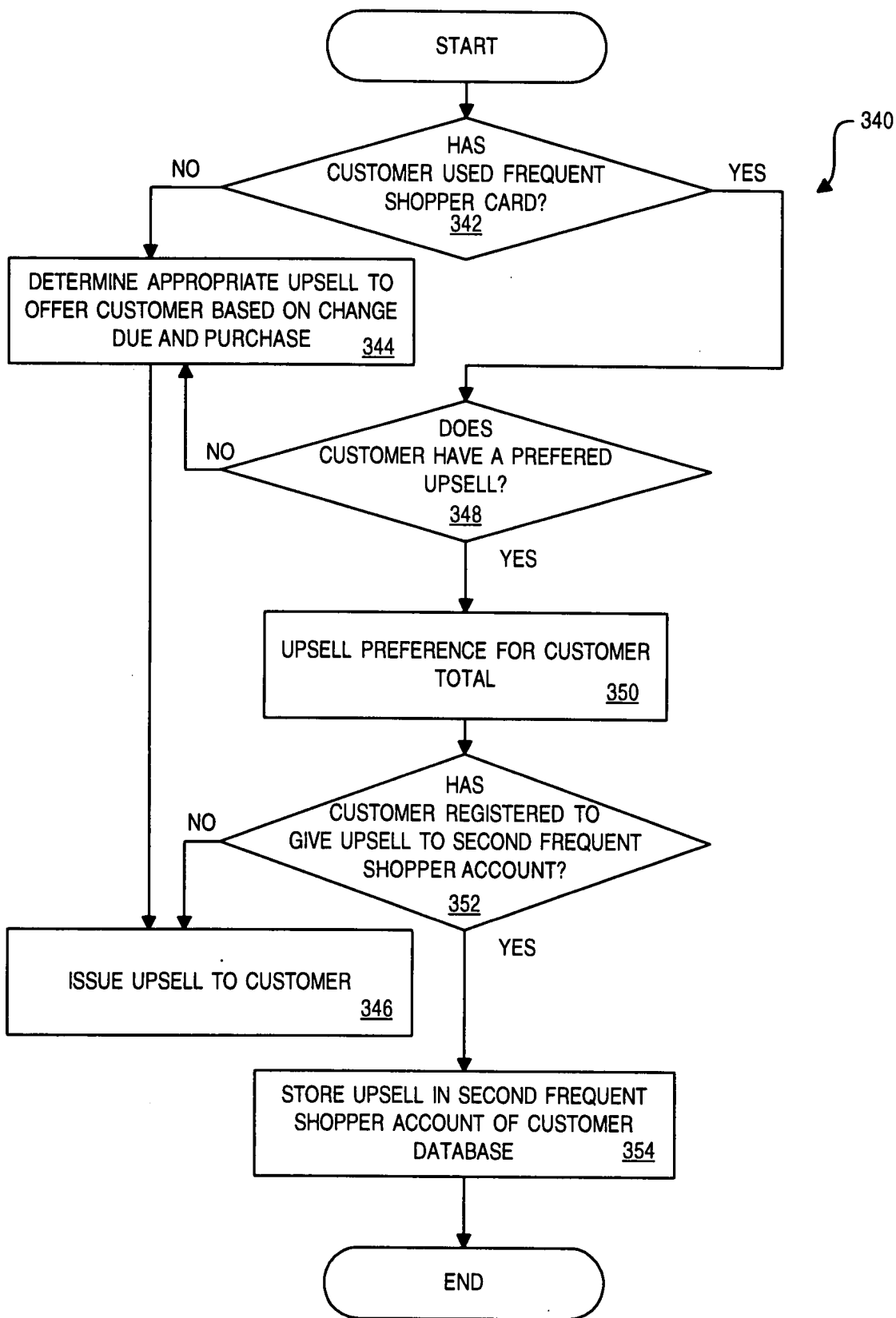


FIG. 13

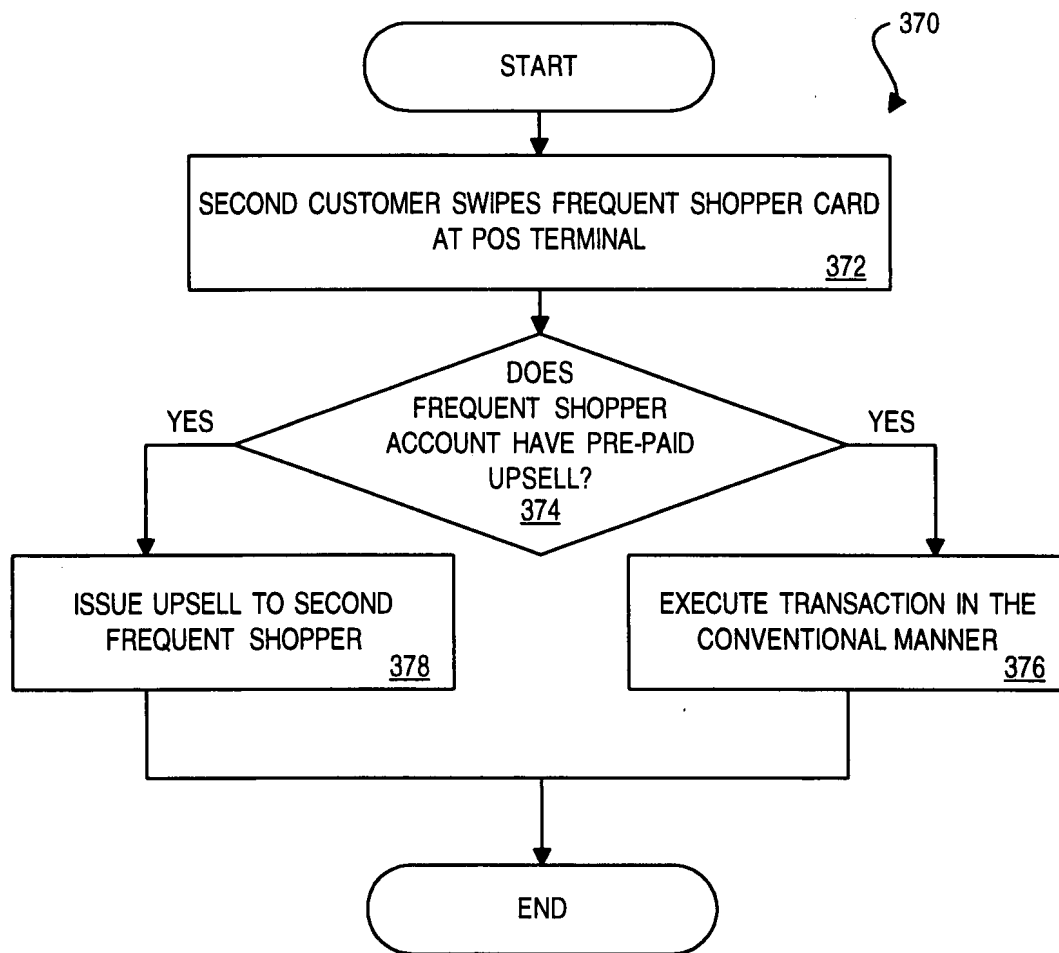


FIG. 14



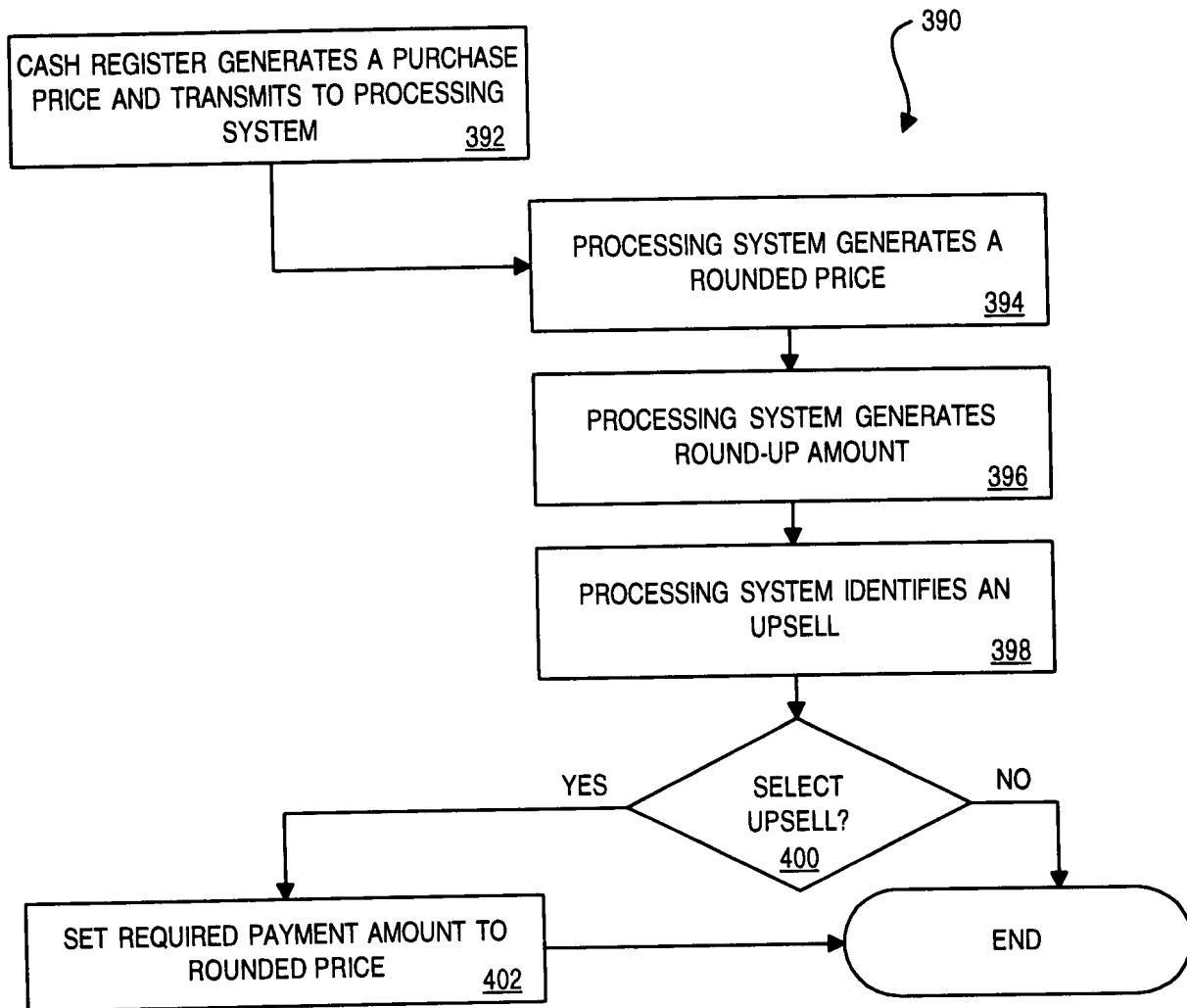


FIG. 15